

Introduction to Marketing II

This course is designed to serve as an introduction to the basic principles of marketing, practices, and the application of these practices. This course examines our present-day marketing system from a managerial point of view and has a current events component to help emphasize the marketing principles in today's business world. Subjects covered include consumers, market research and target markets, feasibility analysis, products, promotion, channels of distribution, pricing, international marketing and use of technology in marketing. The majority of class time will be spent in lecture discussing the various solutions to marketing cases by the application of marketing principles.

15	7	232	12497
# of Skills	# of Tasks	Total Hours	Total Skill Points

Public URL:

<http://www.skillsyllabus.com/Syllabi/S/gBiq8KRK>

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Learning Outcomes (Skills / Other Knowledge Gains)

Skill	# of Tasks	# of Hours	Skill Points
Graphic Design	5	160	1753
Creative Thinking	3	130	1672
Market Research Analysis	1	40	1313
Business Strategy	2	72	1139
Time Management	1	40	1001
Project Management	1	40	1001
Economic Analysis	1	60	829
Critical Thinking	1	60	829
Teamwork	2	90	797
Marketing	4	130	618
Adaptability	1	30	523
Analytical Thinking	2	52	488
Attention to Detail	1	20	409
Brand Marketing	1	20	71
Accounting	1	12	54

- Create an ad campaign deliverable in on time (one week)
- Use fundamental business strategy to construct a sales plan.
- Work with a team. Create a small business, and then simulate running it.
- Create final copy for marketing campaign (brochure included)
- Create copy (marketing materials) for a three step editorial process.
- Show creativity in deriving a website, logo, and marketing materials. Apply graphic design principals.
- Synthesize new and researched information to create a marketing campaign with website, logo, etc.

Introduction to Marketing II

Public URL: <http://www.skillsyllabus.com/Syllabi/S/gBiq8KRK>

Location : Welles 210
Phone Number : 456 954-3214
Email : smith@skillslabel.com
Office Hours : TU-THR 3:00 TO 5:00
Begins : 2021-09-02
Ends : 2021-12-02
Days : MWF
Times : 2:00-3:00

Course Purpose / Questions Answered

Upon satisfactory completion of this course, students will be able to demonstrate comprehension and application of the following skills:

1. Define the term marketing and explain its role and importance in an individual firm and the overall economy.
2. Understand the importance of strategic marketing and know the basic outline for a marketing plan:
 - Analyze the external environment to identify opportunities or challenges to a business.
 - Identify and classify marketing segments and targets, demonstrating the use of marketing research techniques.
 - Create and use a mission statement, SWOT analysis and SMART goals.
3. Describe the elements of the marketing mix (4Ps of marketing):
 - Product: Explain the use of product mix and life cycle in a marketing strategy
 - Place / Marketing Channels: Identify different marketing channels and develop distribution strategies.
 - Promotion / Advertising: Describe the role of advertising and public relations in marketing a product or service.
 - Pricing: List and explain a variety of pricing objectives.
4. Create and present the components of a working marketing plan

Policies

Grading

- Engagement (Individual): 15%
 - Attendance, In-class Assignments & Participation (5%)
 - Marketing "In Real Life" (10%)
- Final Project (Group): 35%
 - Final Project Assignments: 10%
 - Final Project Oral Presentation: 25%
- At Home Quizzes (Individual): 50%
 - 10 quizzes: 5% each

Expectations













Participation - Students are expected to take part in class discussions and present assignments to the class.

Learning Labels

Complete Ad Campaign

Teacher Ryan
Activity (Online)

Create an ad campaign deliverable on time (one week)

Suggested Learning						
Time	40 : 00 Hours	Cost	\$ 0.00			
Skills		Focus	Level	Standard	Points	
	Time Management				1001	
	Graphic Design				173	
	Marketing				173	
	Project Management				1001	
Total Skill Points			2348			
Knowledge Gain						
Create an ad campaign deliverable in on time (one week)						
Resource Link						
http://www.marketing.com						

Skills Label TM

(Patent Pending)










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Create a Sales Plan

Professor Ryan
Activity (Online)

Construct a sales plan given information regarding a company.

Suggested Learning						
Time	12 : 00 Hours	Cost	\$ 0.00			
Skills		Focus	Level	Standard	Points	
 Business Strategy					310	
 Accounting					54	
 Analytical Thinking					54	
Total Skill Points			418			
Knowledge Gain						
Use fundamental business strategy to construct a sales plan.						
Resource Link						
http://www.business.com/sales						

Skills Label TM

(Patent Pending)























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Create and Run a Small Business

Teacher Ryan
Activity (Classroom)













Work with a team. Create a small business, and then simulate running it.

Suggested Learning					
Time	60 : 00 Hours	Cost	\$ 0.00		
PreRequisites					
					
		Business Strategy Simulation	Introduction to Economics	Online Discussion Forum	
Requirements					
					
		Daily	Computer	Self	Seat Time
Skills		Focus	Level	Standard	Points
	Business Strategy				829
	Economic Analysis				829
	Teamwork				274
	Critical Thinking			MC	829
	Creative Thinking				829
Total Skill Points			3590		
Knowledge Gain					
Work with a team. Create a small business, and then simulate running it.					
Resource Link					
http://www.businesssimulation.com					

Create Final Copy For Marketing Campaign

Teacher Ryan
Activity (Online)

Create final copy for marketing campaign (brochure included).

Suggested Learning						
Time	20 : 00 Hours	Cost	\$ 0.00			
Skills		Focus	Level	Standard	Points	
	Attention to Detail				409	
	Graphic Design				214	
	Marketing				71	
	Brand Marketing				71	
Total Skill Points				765		
Knowledge Gain						
Create final copy for marketing campaign (brochure included)						
Resource Link						
http://www.marketing.com						

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






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Create Final Copy For Marketing Campaign Through Editorial Process

Teacher Ryan
Activity (Online)

Create copy (marketing materials) for each stage of a three step review process.

Suggested Learning						
Time	30 : 00 Hours	Cost	\$ 0.00			
Requirements						
			 Directed	 Computer	 Weekly	
Skills			Focus	Level	Standard	Points
 Adaptability						523
 Teamwork						523
 Graphic Design						523
Total Skill Points				1569		
Knowledge Gain						
Create copy (marketing materials) for a three step editorial process.						
Resource Link						
http://www.marketing.com						

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Create Marketing Campaign

Teacher Ryan
Activity (Online)

Given basic information about the company. Design website (draw), logo, and marketing campaign

Suggested Learning						
Time	30 : 00 Hours	Cost	\$ 0.00			
Requirements						
						
			Image Software	Computer		
Skills			Focus	Level	Standard	Points
	Graphic Design					700
	Creative Thinking					700
	Marketing					231
Total Skill Points				1631		
Knowledge Gain						
Show creativity in deriving a website, logo, and marketing materials. Apply graphic design principals.						
Resource Link						
http://www.marketing.com						

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












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Research and Create Marketing Campaign

Teacher Ryan
Activity (Online)

Get information, research and analyze new information. Interpret and design website, logo, and marketing campaign.

Suggested Learning					
Time	40 : 00 Hours	Cost	\$ 0.00		
Requirements					
			 Daily	 Computer	
Skills		Focus	Level	Standard	Points
	Market Research Analysis				1313
	Graphic Design				143
	Creative Thinking				143
	Analytical Thinking				434
	Marketing				143
Total Skill Points					2176
Knowledge Gain					
Synthesize new and researched information to create a marketing campaign with website, logo, etc.					
Resource Link					
http://www.marketing.com					

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Schedule (Tasks / Assignments / Tests)

Type	Task	Starts	Ends
Quiz	Quiz 1	20210003	
Quiz	Quiz 2	20210010	
Quiz	Quiz 3	20210017	
Project	Create Digital Ad	20210024	
Test	Mid Term	20210001	
Quiz	Quiz 4	20210008	
Quiz	Quiz 5	20210015	
Quiz	Quiz 6	20210022	
Group Project	Create Marketing Campaign	20210029	
Test	Final Test	20210010	

Resources

Type	Resource	Link
Book	Introduction to Marketing	
Article	Case Study on Designing Digital Ad Campaign	
Article	Standard Format of a Marketing Plan	